

The Business Of Corporate Learning - Shlomo Ben-hur

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Corporate learning functions are now an established part of many of the world's leading multinational firms. In this book, Shlomo Ben-Hur demonstrates how corporate learning can and should have an integral, strategic, role in a company. Based on firsthand experience, Ben-Hur provides a practical guide to setting up or restructuring a corporate learning function within a company, covering its seven key activities. He identifies and elucidates the key decision points in this process. But The Business of Corporate Learning is much more than a 'how-to' guide. For the first time, this book sheds light on the reasons for success or failure in the strategic deployment of corporate learning. Real-world case studies are used to illustrate the potential pitfalls and demonstrate how - when successfully integrated into the company's strategic management system - corporate learning is able to deliver tangible business results. Author: Ben-Hur, Shlomo Publisher: Cambridge University Press Illustration: N Language: ENG Title: The Business of Corporate Learning: Insights from Practice Pages: 00248 (Encrypted PDF) On Sale: 2013-03-31 SKU-13/ISBN: 9781107027008 Category: Business & Economics : Management - General Category: Business & Economics : Human Resources & Personnel Managemen

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